

## AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions and listings of claims in the application.

### Listing of Claims

1. (Currently Amended) A method for advertising, comprising:

contracting with a first affiliate web site to embed a first link to an advertisement server within content of said first affiliate web site, wherein said first link is sent to a user node in response to a request for said content from said user node to said first affiliate web site;

receiving a first advertising request from said user node based upon said first link; and

selecting an advertisement, from among candidate advertisements based upon stored information about said user node and based upon stored information about the candidate advertisements, to send to said user node in response to said first advertising request.

2. (Original) The method of claim 1, further comprising:

storing information associated with said first advertising request from said user node;

contracting with a second affiliate web site to embed a second link to an advertisement server within content of said second affiliate web site, wherein said second link is sent to said user node in response to a request for said content from said user node to said second affiliate web site;

receiving a second advertising request from said user node based upon said second link; and

selecting an advertisement, based upon said stored information associated with said first advertising request from said user node, to send to said user node in response to said second advertising request.

3. (New) The method of claim 1, wherein the information about the user node comprises information regarding a type of advertisement previously selected by the user, the type of advertisement indicating an interest of the user.
4. (New) The method of claim 1, wherein the information regarding the candidate advertisements comprises information regarding a click-through rate.
5. (New) The method of claim 1, wherein selecting the advertisement from among the candidate advertisements comprises selecting the advertisement based on an expected click-through rate.
6. (New) The method of claim 1, further comprising compiling information regarding users belonging to a group of users and attributing the compiled information to a user, wherein selecting the advertisement from among the candidate advertisements comprises selecting the advertisement based on the attribution.
7. (New) The method of claim 1, wherein selecting the advertisement from among the candidate advertisements comprises targeting the user based on the historical information regarding the candidate advertisements and the information regarding at least one of the user and a group including the user.
8. (New) A method for advertising, comprising:
  - receiving a first advertising request; and
  - selecting an advertisement from among candidate advertisements to provide in response to the first advertising request based on a prediction of a user response to the candidate advertisements, the prediction of the user response to the candidate advertisements being based

on received messages regarding historical user responses to historical advertisement selections.

9. (New) The method of claim 8, wherein the historical user responses are click throughs, and wherein selecting is based on a historical click through rate.

10. (New) The method of claim 8, further comprising identifying a user associated with the request, and wherein selecting an advertisement in response to the request is based on at least one of an identity of a user and a group membership of the user.

11. (New) The method of claim 10, wherein identifying a user comprises resolving identification of an unknown user based on an IP address of the user.

12. (New) The method of claim 8, further comprising reporting, to an advertiser, information based on the historical user responses to historical advertisement selections involving an advertisement associated with the advertiser.

13. (New) The method of claim 8, further comprising receiving messages regarding historical user responses to historical advertisement selections.

14. (New) A method for distributing advertisements comprising:

receiving a first advertising request for an advertisement based on a request for a web page, the request originating from a user;

selecting an advertisement, from among candidate advertisements based on targeting information for candidate advertisements, information regarding a likelihood of click through for the candidate advertisements, and at least one of information contained in the request for an

advertisement and information about the web page requested by the user, to send to the user in response to the first advertising request; and

storing information regarding the selection of the advertisement.

15. (New) The method of claim 14, wherein the targeting information includes interest information and wherein selecting comprises identifying a match between an interest of the user and the interest information for the candidate advertisements, wherein the interest of the user is determined based on at least one of the information contained in the request for an advertisement and the information about the web page requested by the user.

16. (New) The method of claim 14, wherein the targeting information includes information regarding groups to which the advertisement should be distributed, and wherein selecting comprises determining a group membership of the user based on at least one of information contained in the request for an advertisement and information about the web page requested by the user.